2016 Rio Olympic Games
Look Manual

Version 1 | December 2010

WELCOME,

Now you are part of the Passion and Transformation that move the Rio 2016 Olympic Games brand. A brand created each day, in each interaction with the public, developed by a large team of people.

The next few pages contain all the essential information to thoroughly understand the brand, its essence and concepts, as well as a series of guidelines that will ensure its correct use.

You will also find the ingredients that compose the Rio 2016 Look and help create its identification and build its identity: the forms, color pallete and photography guidelines, as well as examples of best practices.

The use of official artwork in the reproduction of the brand's signatures is essential to guarantee the integrity and power of the Rio 2016 Olympic Games brand and make sure it's consistent, unique and memorable.

Any item that contains the brand must be submitted for approval to the Rio 2016 Organizing Committee for the Olympic Games via email **branding@rio2016.com**.

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1 The Universe Of The Brand

1.1 PRESENTATION

More than a form, more than a font and the colors that compose its material expression, a brand needs to have a soul. A combination of values and beliefs that give the brand a more human dimension, drawing people in and creating a connection.

This chapter contains the conceptual framework that gave birth to the Rio 2016 Olympic Games brand. The starting point that concretized the essence of Rio de Janeiro and the Olympic Spirit in a strong and simultaneously inspiring and purposeful brand with a personality.

In addition to the principles and inspiration that guided the creative process, the following content also includes the Essence, the Communication Pillars and the Attributes of the Rio 2016 Olympic Games brand, as well as the BranDirection® — a tool that will guide all those who work with the brand, ensuring all its actions are aligned.

1.2. INSPIRATION AND CONCEPTS

Rio 2016 is brand born with a huge challenge: to represent the Passion and Transformation of a city and an entire country and project these to the rest of the world.

A brand that needs to express unity, inspire achievement and optimism.

Synthesize the Carioca way of life and project the Rio de Janeiro of the future.

A living vibrant mirror of the city that expresses our diversity and joy, embracing the entire world.

The inspiration and concepts that guided the creation of the brand originated from a simple, yet powerful idea: what distinguishes our city and makes the Olympic Games a truly grand event are the people, their nature, their feelings and aspirations. That's why the Rio 2016 Olympic Games brand is truly human.

We were born from a mix of ethnicities. We welcome all ethnicities, faiths and generations in a warm embrace. We share our sky, our ocean and our happiness with the world.

This human warmth, which is part of the Carioca nature and the Olympic spirit, is shaped by the exuberant nature of a city that inspires us to live passionately and carefree, with a love of sharing and meeting other people.

The beauty of our landscape is reflected in the brand and its color palette.

Yellow symbolizes the sun and our warm, vivacious and happy nature. Blue expresses the fluidity of the water that surrounds us, and our easygoing way of life. Green represents our forests and hope, a positive vision that inspires us to go even further.

Together, different countries, athletes and peoples embrace in an individual and collective motion that reveals one of our city's landmarks: a vibrant Sugarloaf, pulsating with joy, unity, celebration and friendship.

This landmark comes to life and gains a three-dimensional perspective, with volume and cut-outs. Contours that create the topography of the city in our imagination. A brand-sculpture, infinite, that may acquire texture, take shape, become an object to be experienced.

The expressive graphic logo with interconnected fluid letters reinforces the desire for unity and the inviting human essence of the brand, reflecting the friendly and hospitable nature of the Carioca.

The exclusive graphic design offers a combination of excellence and spontaneity, inspiration and unique attention to detail.

Inspired by Rio's nature, its people and the athletes, the brand of the 2016 Rio Olympic Games evokes unity and inspires a desire to work together, to share our knowledge and talents, to join forces and aspirations for a sustainable way of life that will transform the present and our future. It's a brand that exudes unity, passion and energy. It's a brand in motion, an invitation and inspiration to Rio and the world.

1.3. ESSENCE

Essence is the soul, the foundation of a brand. It synthesizes the values that guide all of its actions. Always consider the essence of the Rio 2016 Olympic Games brand before taking any decisions in its name.

Passion and Transformation are the Essence of the Rio 2016 Olympic Games brand.

Passion that originates in sports, in the drive, in the desire to overcome. An invitation to unite around a shared goal.

The passionate Carioca soul that extends a welcoming and friendly embrace, a warm and collective gesture that expresses our joy in celebrations.

Passion and transformation of a city and an entire country, fuelled by the renovation of the Olympic spirit, to project Brazil and Rio de Janeiro to the world.

Passion and transformation of our planet and its people, by promoting a more interdependent, conscious and sustainable culture, as an inspiration to the present and a legacy for the future.

1.4. THE COMMUNICATION PILLARS

The Communication Pillars of a brand are the foundation that outlines the scope of its expression. Any time that the Rio 2016 Olympic Games brand communicates with its target audiences, it will be supported by the four pillars that jointly translate the Passion and Transformation, and synthesize the spirit of the 2016 Olympic Games and our city:

- **HARMONIOUS DIVERSITY**
- **CAPTIVATING ENERGY**
- **EXUBERANT NATURE**
- **OLYMPIC SPIRIT**

Individually, each pillar represents only one aspect of that which the Rio 2016 Olympic Games brand should express when it communicates with its target audiences. Together, they create a solid, comprehensive and unique expression of the brand.

Or rather, the sum of these four Pillars in the brand's communication is essential to ensure it is fully aligned with its essence and translates its personality, strengthening and unifying all expressions.

Each action or expression of the Rio 2016 Olympic Games brand should always contain a well-measured blend of Harmonious Diversity, Captivating Energy, Exuberant Nature and the Olympic Spirit.

1.5. ATTRIBUTES

The Attributes reflect the clear, consistent and continuous image that we want the public to have when they interact with the Rio 2016 Olympic Games brand.

Each Pillar is composed of two defining Attributes.

HARMONIOUS DIVERSITY

Harmonious Diversity is expressed through **UNITY** and **YOUTHFUL SPIRIT**.

UNITY

Rio 2016 is a brand that believes in diversity - of ideas, of ethnicities, of people and cultures. It knows that true wealth is found in the harmonious blend of different influences and origins. In one single embrace, it extends a warm welcome and celebrates the encounter. It stimulates the commitment and participation of all around a common ideal.

YOUTHFUL SPIRIT

The Rio 2016 Olympic Games brand is driven by light and positive energy. It expresses an easygoing way of life, the captivating spirit of youth, full of energy and enthusiasm that attracts and inspires people of every generation. It is a catalyst for the transformation of the Olympic movement. An invitation to come and participate.

CAPTIVATING ENERGY

Captivating Energy expresses **CELEBRATION** and **OPTIMISM**.

CELEBRATION

Celebrate each conquest. Share friendship. Captivate the world with a unique rhythm, composed of partnership, beauty and creativity.

Rio 2016 is an energetic and expressive brand. It celebrates life with passion and extends a warm friendly welcome, giving the rest of the world a memorable image of Rio de Janeiro and Brazil.

OPTIMISM

Transform the present and the future. Reflect the creative force that fuels our desires and aspirations. Rio 2016 is a milestone. It has a positive and empowering vision of the future that strengthens our self-esteem and allows us to go even further.

EXUBERANT NATURE

Exuberant Nature combines **INSPIRATION** and **SUSTAINABILITY**.

INSPIRATION

The exuberant nature, of Rio and its Cariocas, of its scenery and its people, is reflected in the Rio 2016 Olympic Games brand. It's a mirror of a living scene, framed by the vibrant nature and human warmth of a city that lives joyfully and likes to share its sky, its ocean, and its happiness.

SUSTAINABILITY

Rio 2016 extracts its shapes and colors from nature's wisdom, discovering its essential elements. It knows that the future consists of the present and, therefore, awakens in each of us a desire to transform. It believes in the power of interdependence between people, ideas and actions. It understands that promoting a more thriving, conscious and sustainable culture is our biggest legacy for our planet and the future.

OLYMPIC SPIRIT

The Olympic Spirit is expressed by **ACHIEVEMENT** and **EXCELLENCE**.

ACHIEVEMENT

Going beyond your limits, overcoming challenges with joy, drive, motivation and energy. The Rio 2016 Olympic Games brand is a living example of transformation through sports. Its energy is contagious, mobilizing people and expanding opportunities and horizons. It promotes and fosters Olympic values — respect, friendship and excellence – in our daily lives.

EXCELLENCE

Rio 2016 is a brand that balances spontaneity and commitment with quality, lightness and attention to detail. It knows that all that is truly unique requires a combination of inspiration and refinement. A creative, yet careful approach, capable of writing an exciting and unique story.

1.6. BRANDIRECTION®

A visually strong and conceptually relevant brand, with inspiring Essence, Pillars and Attributes, also requires a tool to manage its expressions.

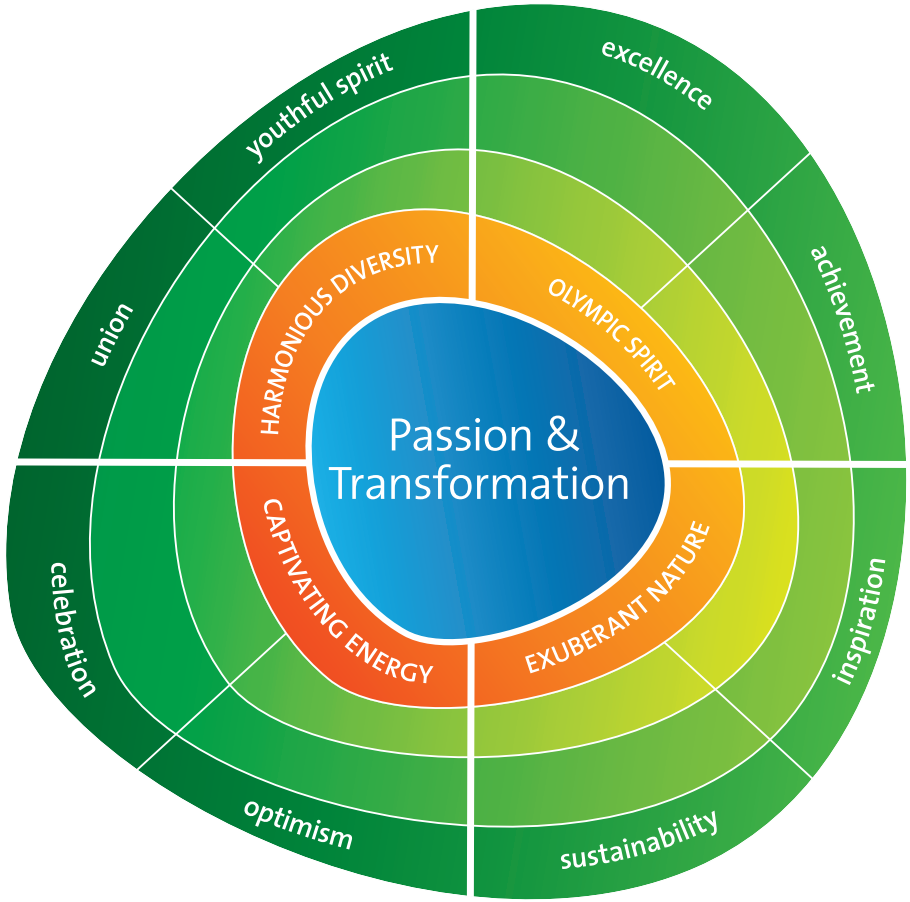
BranDirection® is the tool that will guide those who work with the Rio 2016 Olympic Games brand. A compass that will help direct choices and lead all actions performed in its name.

Its core is the Essence that the Rio 2016 Olympic Games brand must express Passion and Transformation in everything it does. The Essence is framed by four Communication Pillars. Each Pillar is composed of two defining Attributes. Each Attribute has two levels of interpretation.

HOW TO USE BRANDIRECTION®

Before developing any communication tool or action, from the simplest to the most strategic, make sure you have BranDirection® at your disposal. Reflect about the four Pillars and the eight Attributes that compose the brand and review the description of each element.

Everything that the Rio 2016 Olympic Games brand does should incorporate its four Pillars. This requires the inclusion of at least one of the levels of a Pillar's Attributes. This way you will ensure that all Pillars are present in the design and communication, combining and balancing the visual and verbal language of the Rio 2016 Olympic Games brand.



2 The Rio 2016 Olympic Games Brand

Symbol

Logo

Olympic Rings

2.1. ELEMENTS OF THE BRAND

The Rio 2016 Olympic Games brand is composed of the following elements:

The Symbol
This is the element that gives the brand its strength and personality, generating recognition and distinction. Its form translates openness and human warmth, synthesizing unity and energy. Its curves give it a dynamic feel that reflect the motion found in sports and in Rio de Janeiro. It also reveals the Sugarloaf, one of the city's best known landmarks.

The Logo
Its unique and exclusive design is a formal and conceptual mirror of the symbol. It defines the brand and gives it the voice we want to share with the world, revealing a happy, easygoing people who are also fully committed to organizing a spectacular event like the Olympic Games.

The Olympic Rings
These represent the unity of the five continents and the gathering of athletes from across the world in the Olympic Games. The Olympic Rings are the property of the International Olympic Committee and may not be used without its expressed authorization.

To ensure the correct communication of these concepts, the elements, colors and proportions of the Rio 2016 Olympic Games brand may not be altered in any way.

It's not permitted to re-design, re-create or change any of the positions, colors or proportions.

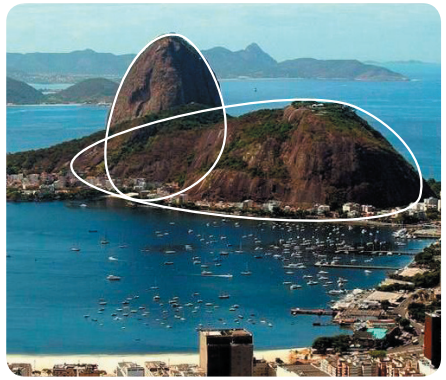
Use only official artwork provided by the Marketing Department of the Rio 2016 Organizing Committee for the Olympic Games to ensure the correct application of the brand.

3 The Rio 2016 Look

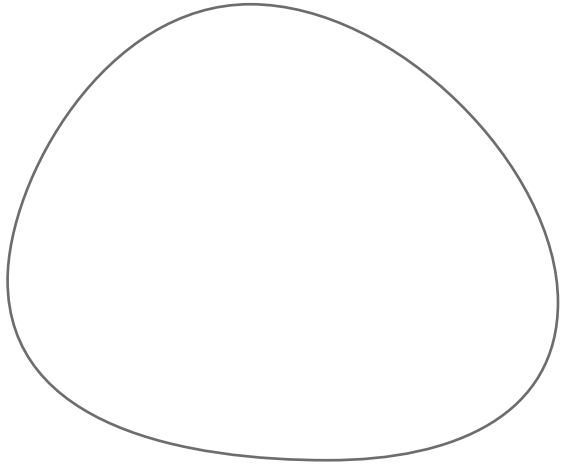
3.1. CONCEPT

Inspired by the exuberant warm nature of Rio and its Cariocas, the Rio 2016 Look is defined by the color palette, graphic standards and photographic language.

The combination of these ingredients creates a unique graphic vocabulary that is flexible and also offers multiple possibilities, creating an environment of celebration, warmth and involvement for the communication of the brand.



THE RIO 2016 STONE



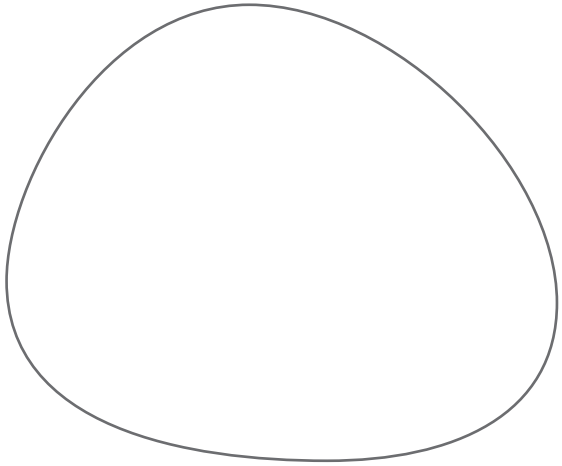
3.2.THE STONE: THE RIO 2016 SHAPE

The Rio 2016 Shape is inspired by the sinuous curves of Rio de Janeiro's natural landscape, its mountains, gardens and lagoons.

Its design is derived from the contours of the symbol, creating a distinct and original graphic element that resembles a stone.

The Rio 2016 Stone is the main ingredient in the construction of the graphic standards of the brand's look.

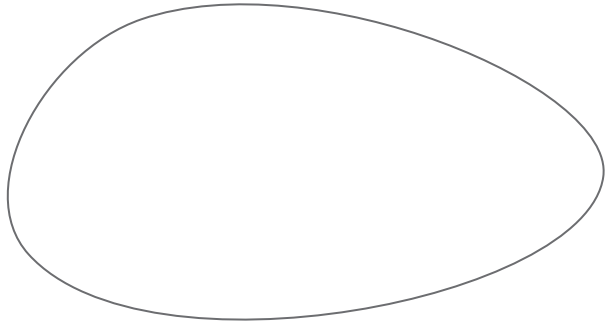
RIO 2016 STONE



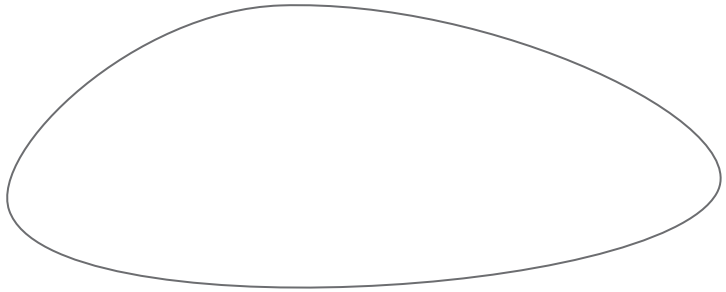
The Rio 2016 Stone follows the same proportions as the brand's symbol and is used in the composition of the graphic standards.

Two more horizontal versions of the Rio 2016 Stone have been created to be used in materials with a more elongated form, such as signs, business cards, special banners or other resources.

RIO 2016 STONE VARIATION 1



RIO 2016 STONE VARIATION 2

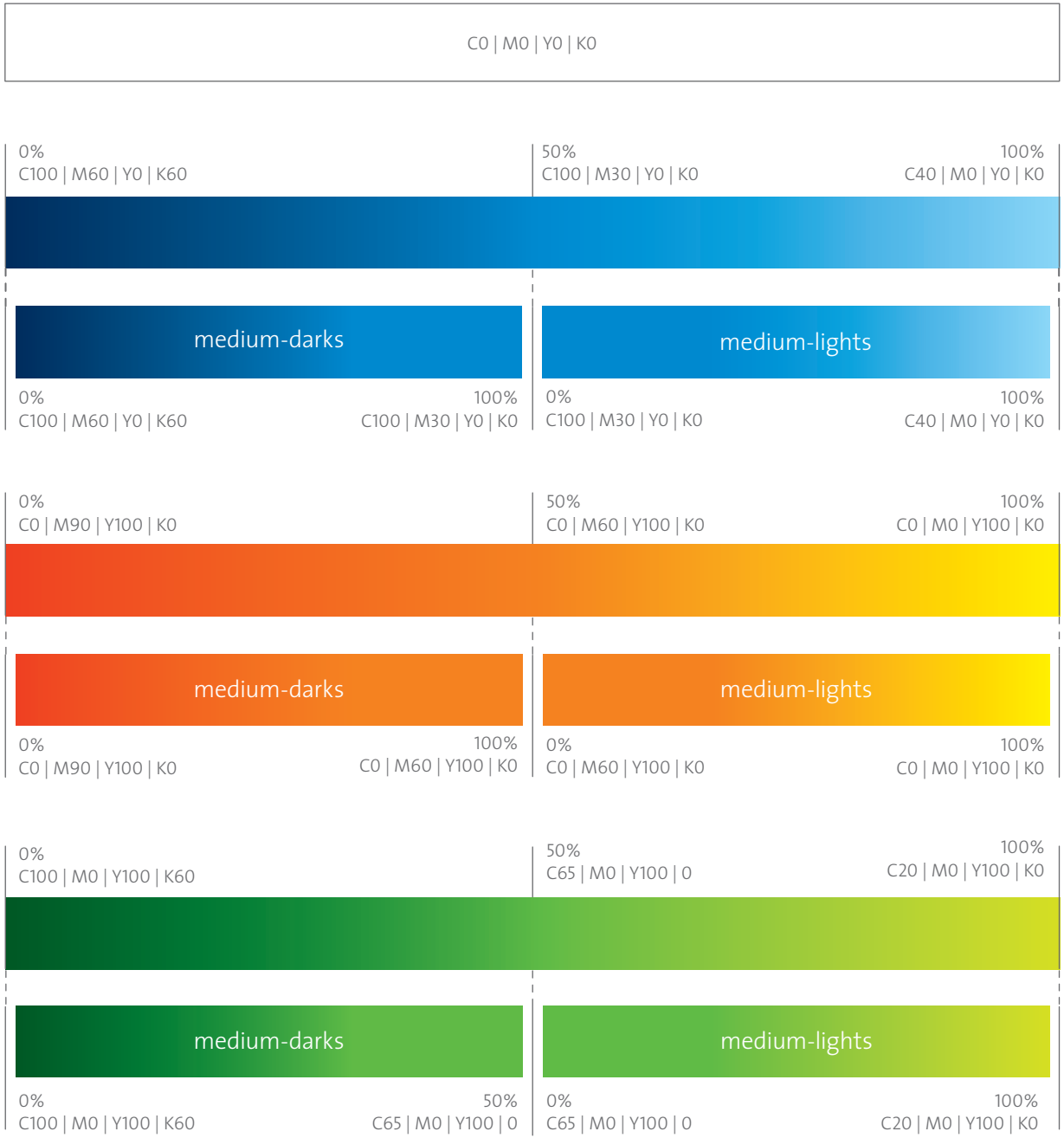


USE DIGITAL FILE ONLY.
Never recreate the Rio 2016 Stone and its variations.

Rio2016_Stone.eps
Rio2016_Stone.cdr

Rio2016_StoneV1.eps
Rio2016_StoneV1.cdr

Rio2016_StoneV2.eps
Rio2016_StoneV2.cdr



3.3. THE RIO 2016 COLOR PALETTE

With a few minor variations, the Rio 2016 color palette derives its colors from the symbol's color palette.

The orange-yellows are inspired by the sun and the warm, vibrant and happy essence of the city. The green represents forests and hope, a positive and optimistic vision. Blue expresses the fluidity of the water and the carefree Carioca way of life.

To expand the possibilities of the composition of graphic standards, the blues, orange-yellows and greens are divided into two gradients: medium-darks and medium-lights. This subdivision offers more diversity and allows for the creation of three Monochromatic Graphics: dark, medium and light.

It's important to underline that white is also part of the color palette and should be extensively used to highlight the brand and guarantee its integrity.

GRAPHIC STANDARDS WITH WHITE SPACE

Rio2016_GS01

Rio2016_GS02

Rio2016_GS03

Dark Monochromatic Graphic Standards

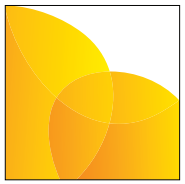
Rio2016_GS04

Rio2016_GS05

Rio2016_GS06

Medium Monochromatic Graphic Standards

Rio2016_GS07


Rio2016_GS08

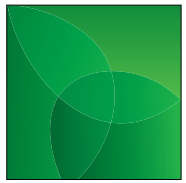
Rio2016_GS09

Light Monochromatic Graphic Standards

GRAPHIC STANDARDS WITH COLORED BACKGROUNDS

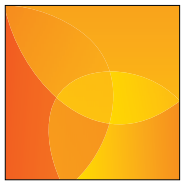
Rio2016_GS10

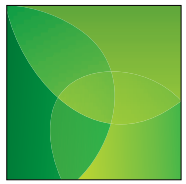
Rio2016_GS11


Rio2016_GS12

Dark Monochromatic Graphic Standards

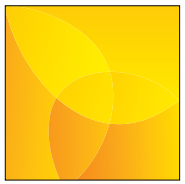
Rio2016_GS13

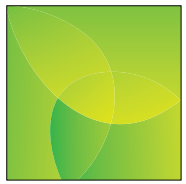

Rio2016_GS14


Rio2016_GS15

Medium Monochromatic Graphic Standards

Rio2016_GS16


Rio2016_GS17


Rio2016_GS18

Light Monochromatic Graphic Standards

3.4. RIO 2016 GRAPHIC STANDARDS

The Rio 2016 Graphic Standards are formed by the repetition and combination of the Rio 2016 Stone in different positions and proportions.

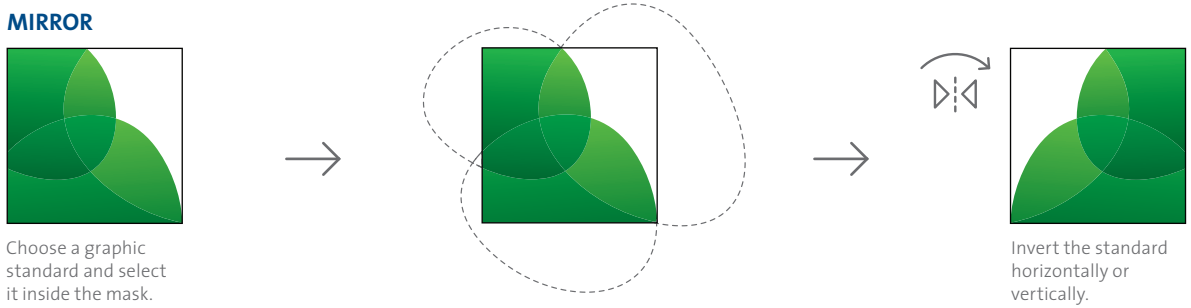
Its transparent forms gently touch, expressing unity, celebration and human warmth, creating a rich repertoire that enables various layout options.

Only these standards may be used; creating new standards is not permitted.

USE DIGITAL FILE ONLY.
Never recreate the Rio 2016 Graphic Standards.

Rio2016_GS01.eps	Rio2016_GS10.eps
Rio2016_GS01.cdr	Rio2016_GS10.cdr
Rio2016_GS02.eps	Rio2016_GS11.eps
Rio2016_GS02.cdr	Rio2016_GS11.cdr
Rio2016_GS03.eps	Rio2016_GS12.eps
Rio2016_GS03.cdr	Rio2016_GS12.cdr
Rio2016_GS04.eps	Rio2016_GS13.eps
Rio2016_GS04.cdr	Rio2016_GS13.cdr
Rio2016_GS05.eps	Rio2016_GS14.eps
Rio2016_GS05.cdr	Rio2016_GS14.cdr
Rio2016_GS06.eps	Rio2016_GS15.eps
Rio2016_GS06.cdr	Rio2016_GS15.cdr
Rio2016_GS07.eps	Rio2016_GS16.eps
Rio2016_GS07.cdr	Rio2016_GS16.cdr
Rio2016_GS08.eps	Rio2016_GS17.eps
Rio2016_GS08.cdr	Rio2016_GS17.cdr
Rio2016_GS09.eps	Rio2016_GS18.eps
Rio2016_GS09.cdr	Rio2016_GS18.cdr

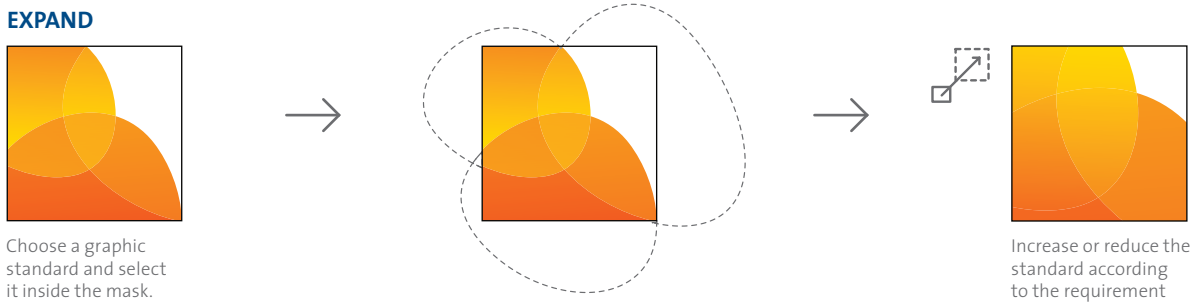
MIRROR



Choose a graphic standard and select it inside the mask.

Invert the standard horizontally or vertically.

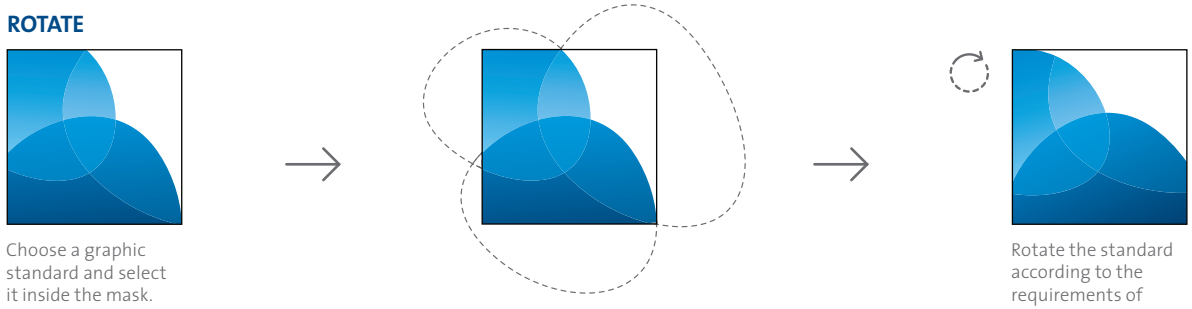
EXPAND



Choose a graphic standard and select it inside the mask.

Increase or reduce the standard according to the requirement of your layout.

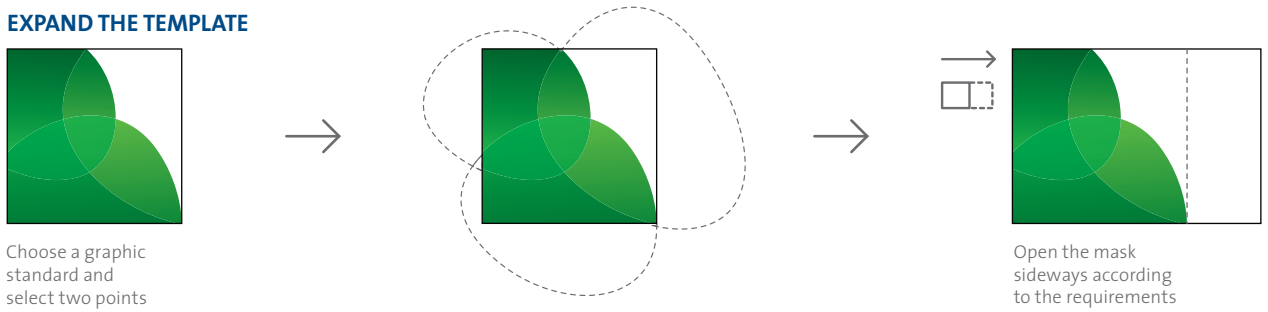
ROTATE



Choose a graphic standard and select it inside the mask.

Rotate the standard according to the requirements of your layout

EXPAND THE TEMPLATE



Choose a graphic standard and select two points in the mask.

Open the mask sideways according to the requirements of your layout.

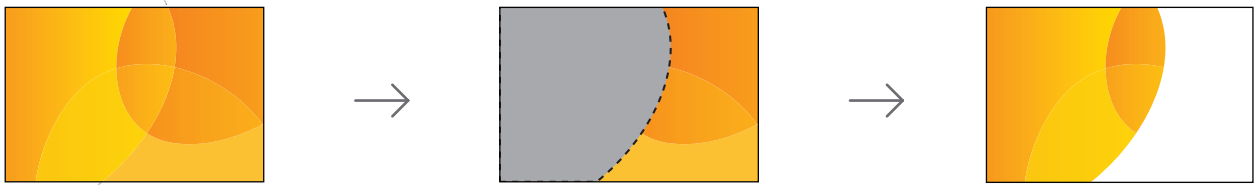
3.5. COMPOSITION POSSIBILITIES

The Rio 2016 Graphic Standards may be used in different compositions.

Each possibility must follow a specific technical guideline. It's important to heed these closely to prevent any distortions.

Please note in the examples the possibilities for manipulating the graphic standards inside the template.

CUT-OUT OF THE GRAPHIC STANDARD



Select one of the stones to use as a mask for a photo.

Create a mask.

Mask the graphic standard to make a cut-out of the white area.

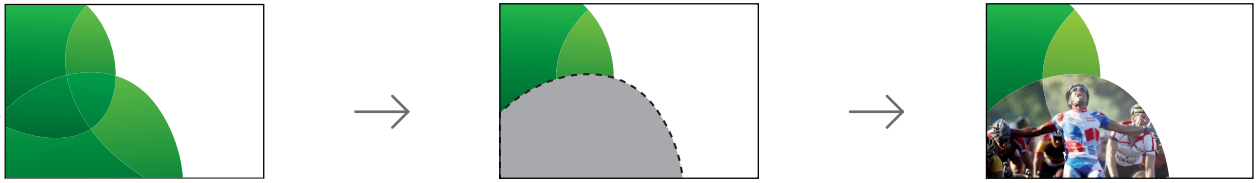
CUT-OUT OF THE GRAPHIC STANDARD AND IMAGE

Select one of the stones to use as a mask.

Create a mask.

Mask the photo. Use the same stone to make a cut-out of the white area.

INSERTING A PICTURE INTO THE STONE

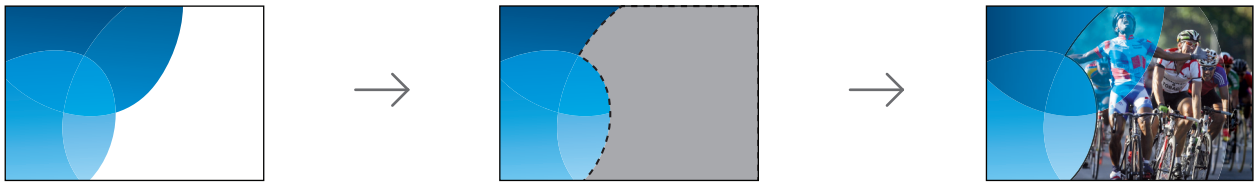


Select one of the stones to use as a mask for a photo.

Create a mask.

Make a composition in which the lighter area of the graphic standard highlights an important part of the image.

INSERTING A PICTURE INTO THE BACKGROUND



Select a background to use as a mask

Create a mask.

Make a composition in which the lighter area of the graphic standard highlights an important part of the image.

Please note in the examples the possible combinations between the Photographs and the Rio 2016 Graphic Standards.

It's important to underline that the color palette of the selected photos should, preferably, follow the color palette of the selected graphic standard.

3.6. PHOTOGRAPHY GUIDELINES

The photographic language plays in important role in the creation of the Rio 2016 Look. It brings more life to communication, awakening and evoking emotions. It's divided into three main groups:

Rio Scenery
Images that portray the exuberant nature of the city, its natural light and diversity of colors, its sky, ocean and happiness.

Sports Activities
Images that express union, emotion, drive, achievement, celebration and energy, depicting the Olympic spirit and the city, the athletes and ordinary people.

Rio as a natural setting, an invitation to practice sports outdoors.

People
Images that express the receptiveness, human warmth, the diversity of ethnicities, generations and cultures, capturing an expression of individual or collective joy, portraying the lighthearted and optimistic energy and spirit that captivates Cariocas across the world.

Rio2016
Bem-vindo.
Welcome.
Lorem ipsum dolor sit amet, nunc et, integer ipsum nam, et semper sit maecenas sodales pellentesque ullamcorper.

3.7. APPLICATION

The following applications are examples of best practices and the graphic potential of the Rio 2016 Look. These should serve as guidance and inspiration for the creation of new layouts.

Bem-vindo.
Welcome.
Lorem ipsum dolor sit amet, nunc et, integer ipsum nam, et semper sit maecenas sodales pellentesque ullamcorper.

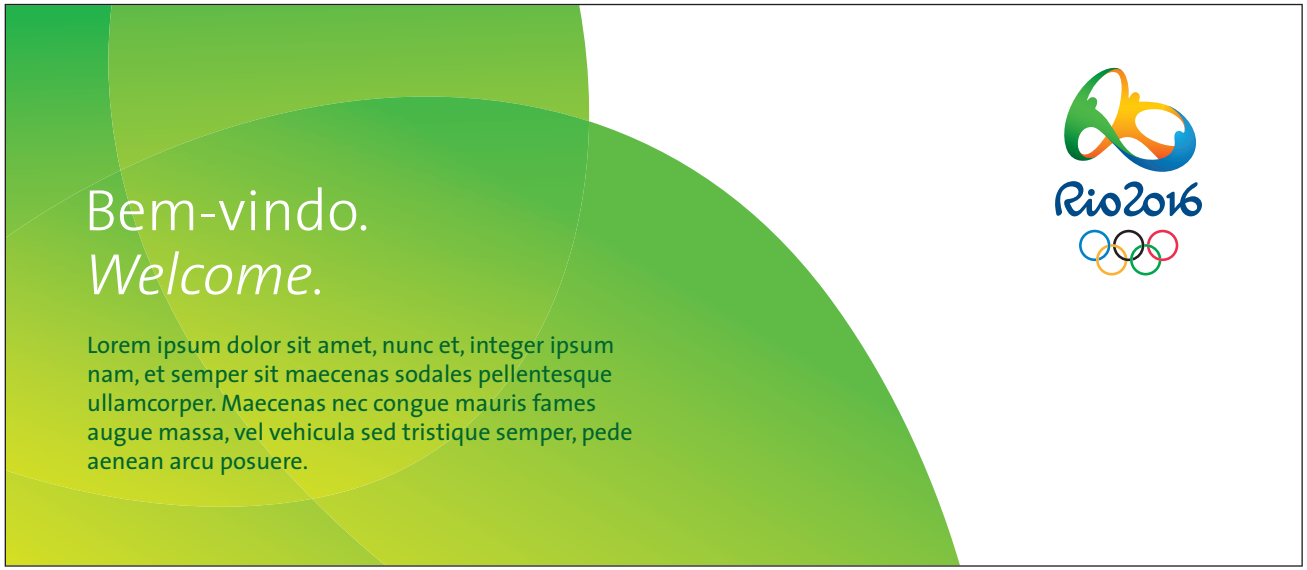
Example of a layout with the application of a photograph, using a Medium Monochromatic Graphic Standard.

Bem-vindo.
Welcome.
Lorem ipsum dolor sit amet, nunc et, integer ipsum nam, et semper sit maecenas sodales pellentesque ullamcorper.
Rio2016

Example of a layout with the application of a photograph, using a Medium Monochromatic Graphic Standard with the brand.

Rio2016
Bem-vindo.
Welcome.
Lorem ipsum dolor sit amet, nunc et, integer ipsum nam, et semper sit maecenas sodales pellentesque ullamcorper. Maecenas nec congue mauris fames augue massa, vel vehicula sed tristique semper, pede aenean.

Example of a layout using a Light Monochromatic Graphic Standard with the brand.


Bem-vindo.
Welcome.
Lorem ipsum dolor sit amet, nunc et, integer ipsum nam, et semper sit maecenas sodales pellentesque ullamcorper. Maecenas nec congue mauris fames augue massa, vel vehicula sed tristique semper, pede aenean arcu posuere.
Rio2016

Example of a layout using a Light Monochromatic Graphic Standard with the brand.

Example of a layout with the application of a photograph, using a Medium Monochromatic Graphic Standard with the brand.

Example of a layout with the application of a photograph, using a Medium Monochromatic Graphic Standard with the brand.

Bem-vindo.
Welcome.
Lorem ipsum dolor sit amet, nunc et, integer ipsum nam, et semper sit maecenas sodales pellentesque ullamcorper.

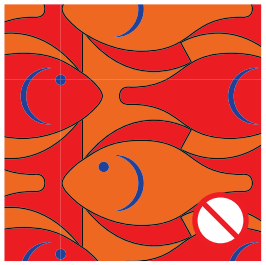
Example of a layout using a Medium Monochromatic Graphic Standard with the brand.

Bem-vindo.
Welcome.
Lorem ipsum dolor sit amet, nunc et, integer ipsum nam, et semper sit maecenas sodales pellentesque ullamcorper.

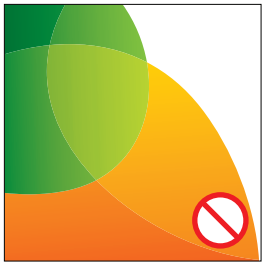
Example of a layout using a Medium Monochromatic Graphic Standard with the brand.

Bem-vindo.
Welcome.
Lorem ipsum dolor sit amet, nunc et, integer ipsum nam, et semper sit maecenas sodales pellentesque ullamcorper.

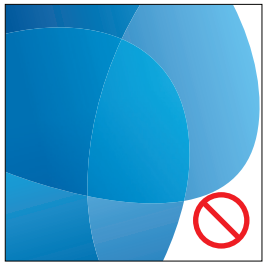
Example of a layout with the application of a photograph, using a Medium Monochromatic Graphic Standard.



1.



2.



3.

4.

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9.

3.8. INCORRECT USES

This part of the manual will clarify any questions or concerns about the composition of the Rio 2016 Look. The adjoining examples illustrate incorrect uses that should never be applied.

To ensure the integrity of the Rio 2016 Olympic Games brand and its graphic standards, always use the camera-ready digital artwork included in this manual.

1. **NEVER** create new standards.
2. **NEVER** use graphic standards that aren't monochromatic.
3. **NEVER** create graphic standards from the variations of theof the Rio 2016 Stone.
4. **NEVER** apply the brand directly over the graphic standards.
5. **NEVER** distort the Rio 2016 Graphic Standards.
6. **NEVER** use any images that don't follow the Photography Guidelines.
7. **NEVER** apply the brand to a very small white area.
8. **NEVER** apply a photo without the use of the Rio 2016 Graphic Standards.
9. **NEVER** insert any colors that aren't part of the Rio 2016 Color Palette.

Comitê Organizador dos Jogos Olímpicos Rio 2016
Rio 2016 Organizing Committee for the Olympic Games
Comité d'Organisation des Jeux Olympiques Rio 2016

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